



**CITY OF FORT LAUDERDALE  
City Commission Agenda Memo  
REGULAR MEETING**

**#25-0508**

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**TO:** Honorable Mayor & Members of the  
Fort Lauderdale City Commission

**FROM:** Rickelle Williams, City Manager

**DATE:** June 3, 2025

**TITLE:** Motion Approving an Outdoor Event Agreement with K.J Marketing  
Solutions LLC for Igloo Cooler Festival on July 6, 2025, at Mills Pond Park  
- **(Commission District 3)**

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**Recommendation**

Staff recommends the City Commission approve an outdoor event agreement with K.J Marketing Solutions LLC, in substantially the form attached, and authorize execution of the agreement by the City Manager or the City Manager's designee.

**Background**

On September 23, 2024, K.J Marketing Solutions LLC submitted an outdoor event application for the Igloo Cooler Festival to be held at Mills Pond Park. The Igloo Cooler Festival began at Mills Pond Park in 2023. This year the event is scheduled to take place on July 6, 2025. The application was submitted prior to the 90-day application deadline therefore the outdoor event application fee is \$200. The event impacts are limited to July 6, 2025, which includes the setup period, event period, and breakdown period.

The event organizers attended the May 14, 2025, outdoor events meeting to review the event details with City staff including the Parks & Recreation Department, Transportation and Mobility Department, Police Department, and Fire Department. The outdoor events meeting focuses on operational logistics, cross departmental coordination, and event organizer requirements. The event organizer is not requesting special permissions that require additional City Commission approval.

City staff invited the surrounding civic associations to the outdoor events meeting as well as shared a copy of the application and site plan. Upon approval, the City's online events calendar will be updated to reflect this event.

The event agreement defines the responsibilities of the event organizer such as covering the associated event expenses and the required certificates of insurance. The event organizer will also secure all other necessary permits and licenses that are required from other agencies. Authorization for the execution of the event agreement is contingent upon the City Attorney's Office reviewing and approving as to form all documents prior to

execution by the City Manager or designee.

### **Resource Impact**

Revenue related to these agreements is included in the FY 2025 operating budget in the accounts listed below.

<b><i>Funds available as of May 7, 2025</i></b>					
<b>ACCOUNT NUMBER</b>	<b>COST CENTER NAME (Program)</b>	<b>ACCOUNT / ACTIVITY NAME</b>	<b>AMENDED BUDGET (Character)</b>	<b>AMOUNT RECEIVED (Character)</b>	<b>AMOUNT</b>
10-001-6025-574- 347-200-PKR029	Community Events	Charges for Service/ Nonsponsor Charges – Spec Event Fees	\$90,000	\$16,489	\$200
<b>TOTAL AMOUNT ►</b>					<b>\$200</b>

### **Strategic Connections**

This item supports the 2029 Strategic Plan, specifically advancing:

- The Public Places Focus Area, Goal 5: Build a beautiful and welcoming community.

This item advances the Fast Forward Fort Lauderdale 2035 Vision Plan: We are Here.

This item supports the Advance Fort Lauderdale 2040 Comprehensive Place specifically advancing:

- The Public Places Focus Area
- The Parks, Recreation & Open Spaces Area
- Goal 2: Be a community with high quality parks and recreational facilities that highlight the character of our city.

### **Attachment**

Exhibit 1 – Igloo Cooler Festival Event Agreement

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Prepared by: Brittany Henry, Senior Administrative Assistant, Parks and Recreation

Department Director: Carl Williams, Parks and Recreation